

PROMOTIONS

PURPOSE: This operational guide is to help all Air Force club management personnel in providing fun club promotions to its membership.

SCOPE: This guide applies to all club management personnel.

GENERAL: We do not plan for programs to fail, they fail because we don't plan. Your best insurance for success is to allow plenty of lead time for planning, marketing and publicity and to directly involve those who are participating.

WHAT IS A PROMOTION? The word promotion derives from the word promote, meaning, “to contribute to the progress or growth of”. A “Promotion” is simply anything and everything the manager does outside routine operations to entice customers to participate in activities within the club. Listed below are just a few fun and innovative ideas that may be successful within your club.

PROMOTION 01: PAJAMA PARTY

Careful marketing is required for this fun filled event. Advertise that all participants should wear pajamas that are in good taste. Set a “good taste” standard for the event. Management has the final say. ID checker verifies dress code and membership as patrons arrive. Socks or slippers must be worn. No bare feet and shorts and a tee shirt must be worn under robes.

Now the fun can begin. The games and dance contests are endless. Who wore the biggest curlers in their hair or the most make-up? How about a wildest slippers or pajama outfit contest? Who looks like they are really ready for bed?

Offer a reduced cost breakfast buffet at midnight. Serve “specialty of the night” cocktails in baby bottles or sip cups.

Staff and management should also wear pajamas/robes. When employees are a part of an event and share in the fun, the success of all programs and promotions will dramatically increase due to the employees feeling of ownership and their being key figures in the success of the each and every program.

PROMOTION 02: DART LEAGUE

The success of this program is in direct proportion to management's ability to provide proper equipment, adequate space, and lighting for competing players. Dart leagues are very popular overseas and are growing in popularity throughout the United States. Contact the president of the base or local league to find out what it would take for the club join the dart circuit.



Dart leagues usually rotate from one establishment to another. Hosting the dart teams one day/night a month would increase revenue and would offer another member opportunity to participate.

Usually a large following of spectators follow the league (players) from place to place.

PROMOTION 03: BATTLE OF THE DJ'S/BAND

Four Star Program! Always a crowd pleaser and a moneymaker. If it is an outdoor affair, the program has to be coordinated with base agencies well in advance.

- Base Civil Engineering
 - Security Police Squadron
 - Transportation Squadron for trailers to be used as stages.
 - Solicit bands that play the same type of music. Three bands are ideal if possible. Establish rules of play.
 - Only the winner will receive prize money (\$500). You can pay the other two bands a nominal fee (\$100) for their support/participation. Up and coming bands usually like the opportunity to promote themselves.
- Depending on your location, interested bands may participate for a nominal cost and sometimes at no cost.



Use the same strategy for the DJ's. If possible have 3 competing against each other with the winner receiving the prize money.

Judges can be selected out of the audience or get the Advisory Committee members involved by having several act as judges

Food and beverage: For these events, fast foods items are generally the best and easiest to prepare and maintain. The beverage counters should be full-service bars. If outside, then in all likelihood, it will turn out to be a family day with children. This offers the opportunity to sell soda, ice cream, candy, and chip type items.

Sell tee-shirt's with the club logo advertising the Battle of the Bands or DJ's. Obtaining sponsorship will help promote and advertise the event and will reduce the overall cost.

PROMOTION 4: TOILET PAPER RELAY

Pick 10 people for each team. Try to get each squadron to enter a team. This event is fun for spectators. The more teams that participate, the more fun it is for everyone.

They must unwind a roll of toilet paper over their heads. Each team must unwind the roll up and down the line until it is finished. The team is disqualified if the roll of toilet paper is dropped or torn into. First team to use up the entire roll is the winner

PROMOTION 5: CHICKEN RACE

This is a couple's game (one male and one female), great during membership night or outdoor festivities.

Blindfold the male; A lady sits on the back of the blindfolded man and she has to guide/direct him through a preset obstacle course by giving him directions. Sounds easy, but after you have assembled all participates, place a raw egg in the mouth of each female rider. If she breaks it, they both get messy.

Winner is the couple who completes the obstacle course in the shortest time not breaking the egg.

PROMOTION 6: THE STOMPER

Ten-person teams; each team must tie a balloon around each of their ankles. At the starting bell, each team tries to break the other teams balloons by stomping on them. If both balloons are popped, then the individual must return to his/her seat. Establish a time limit (30-45 seconds). Whatever team has the most balloons wins. In case of ties, then start again until one team wins.



PROMOTION 7: WINE TASTING

This promotion gives club members an opportunity to learn more about wine, which will definitely increase dining room sales. A wine expert should be available if at all possible to explain the characteristics of each wine. Local distributors will usually donate wine to promote their product. Also have a cheese table available. Set-up in dining area and give free samples to patrons. Have wine available for sale by the glass for patrons to purchase.

PROMOTION 8: DANCE-A-THON

This is a great program to kick off a 3-day weekend or for an "all-nighter". With today's emphasis on fun and exercises, it's a great way to find out who's really in shape. Section off a front corner of the dance floor for participates so they have maximum crowd exposure. Regular customers not participating in the dance-a-thon can use the remaining floor. DJ can play normal tunes throughout the evening. However, music must be played continuously. Judges can be rotated during the course of the evening. Disqualification occurs when one of the dancing couples stop dancing. Both contestants are out! Establish house rules at the beginning of the

evening and reinforce with additional announcements throughout the event. Award prizes to winners.

PROMOTION 9: SNOWFIGHT

Ten members on each team. Line up a row of chairs between the two teams. Give each side five feet of stacked newspaper. Give each side approximately 20-30 seconds to wad up as much as possible. When the game starts, each team attempts to throw the most paper on the other teams side (wadded) within a designated time period.

Usually 3 to 4 rounds at 30-second rounds with 20 second breaks between rounds. Teams with the most paper on their side lose. There is always one that will want to continue to throw paper. Have a penalty for the person who throws something before or after set time. The referee must maintain program control.

PROMOTION 10: ELVIS PRESLEY'S BIRTHDAY/ 8 JANUARY

To host an ever popular member promotion, host a birthday bash for "Elvis Presley." A must is a jelly donut eating contest. Run a Karaoke contest only with ELVIS songs. Have an Elvis dance contest, a look-a-like contest; and a best costume contest. Follow up contests with a night of rock-n-roll. Throw back to the 60s with costumes and dances:

- Twister contest (Chubby Checker) etc.,
- Prizes for each category

PROMOTION 11: GRAND NATIONALS

Set up cones in your ballroom or casual lounge as an obstacle course or racetrack with seating in the middle. Have each participant complete one lap by circling the room on a tricycle. The crowd really gets vocal and pushes their favorites along. Have a starter and flagman to determine completion times. Add seconds to ending time for each cone touched or knock over. Award prizes for best finishes. Add posters, racing and racing related signs as decorations to theme the room for the event.



PROMOTION 12: BOO-BOO BARB

Requires balloons, shaving cream, and disposable razors. Easy to do and loads of fun. Simply spread newspaper or sheets on floor to catch the shaving cream. Have ten participants compete to see who can shave the balloons that are covered with shaving cream the fastest. The first person that finishes wins. To add to the excitement and fun, throw in a couple of nicked razors.

PROMOTION 13: BENJAMIN FRANKLIN NIGHT



Starting at 2100 hours (9:00 PM), each member, family members, and guest entering the club is given an entry blank to fill out and drop into a container. At the start of each musical set, or at a designated time, an employee dressed as Ben Franklin picks up the entries and places them in a white bucket, which also contains 20-30 green day-glow necklaces. This gives the bucket a green glow signifying “money.” Ben walks through the crowd from the back door or the back of the room, carrying the bucket, for all customers see.

After he reaches the stage, the lights in the lounge are dimmed and the neon necklaces are thrown to the crowd, friz-bee style. The lights are brought up and Ben picks four names from the bucket. Each person comes and stands to Ben’s left. He pulls four envelopes from his pocket and shuffles them up, letting each person pick an envelope in the order the names were called. Contestants then open their envelopes.

The grand prizewinner receives an “autographed” Ben Franklin bill and a gift certificate from the club (free dinner, free weekend package etc.). Other winners receive gift certificates from other Services activities/retailers (bowling passes, golf passes, free dinners, etc.). Ben reads out the list of prizes which each set of four winners receive. This contest can be done on an hourly basis or at set times. The most important aspect of the promotion is the \$100 winner will usually spend a good deal of the money at the club

PROMOTION 14: ROMANCING THE STONE NIGHT

This is not a tie-in with the 1984 film, the name just sounds attractive. The club buys 20 cubic zirconium stones and one real ¼ carat diamond (worth about \$80) from a local jewelry store. It’s possible to have the gems donated by the jewelry store as the place to have the stones set. The 20 jewels are displayed in plastic pillow boxes beside each other. Female contestants (the only ones eligible for this event) fill out entry forms listing their name, address, and telephone number.

Every half-hour, four names are selected from the entry forms. The four women are each allowed to select one of the rocks as their own. As the zirconium stone looks so much like a real diamond, it is difficult to tell the real diamond from the cubic zirconium. Refer each participant to the store who donated the gems for settings. That’s where the jeweler makes his/her bucks!

PROMOTION 15: WHAT A BUCK!

Customers enter the treasure hunt by writing their name and address on a entry form. An entry form is selected at random and that winner receives a Grand Prize. Other winners have the chance to “dive for dollars.” \$100-\$200 (in single dollar bills), are sprinkled on a wide area around the dance floor. The “diving for dollars” contestant is blindfolded and placed on the dance floor on their hands and knees. He or she has 30 seconds to grab as much money as possible and shove it into an animal feed bag. They keep all the money they find and the event provides a great opportunity for contestant and audience interaction.

PROMOTION 16: HEART NIGHT

Every male entering gets a paper heart necklace; it's up to the ladies to "talk them out of" their hearts. The lady with the most hearts at the end of the night receives a ½ carat ring. Great promotion for attracting singles and during Valentine's Day weekend.

PROMOTION 17: Green Beer

St Patrick's Day Promotion: At 1700 hours (5:00 PM), offer green beer (discounted) for 17 minutes. Decorate predominantly with three leaf shamrocks, but hide a few four leaf clovers among them good for prizes. Host a pot of gold giveaway later in the evening. The pot of gold could be a get-away weekend for two or other promotional ideas. Remember to adhere to AFI 34-219, *Alcoholic Beverage Program*, whenever discounting alcoholic beverages.



PROMOTION 18: FOOTBALL TAILGATE PARTY

Bring them in early for the Sunday games with a tailgate party held outside in the parking lot. One price admission provides guests with a draft beer/soda and a complete BBQ dinner. If you have a local football team, have them participate and help promote the function. Participatory games include using a foam football and conducting a longest field goal kicking and passing contest. One of the major breweries may consider sponsoring this event.

PROMOTION 19: SINK THE EIGHT BALL FOR CASH

Twenty participants have one chance to sink the eight ball on the break. Insurance policy required, guest has chance to win a nominal prize \$500 to \$5,000. Offer a consolation prize if there are no winners. Consolation prize could be based on the number of balls sunk on the break, etc.

PROMOTION 20: BEACH PARTY

Fill your venue (dance floor) with sand, decorate with palm trees, and have your staff in tasteful swimwear. Offer theme-appropriate games and contests such as Best Tan, Best Beach Drink, Biggest Beach Belly, Hula Hoop contest, and Limbo challenges, and boat races. Have a tacky tourist contest the tackier the better.

PROMOTION 21: HAWAIIAN THEME NIGHT:

Provide a decoration with sand, palm trees, nuts and seashells and make sure you provide a "lei" to all customers. Adorn staff members in grass skirts and /or flowered shirts. Encourage guest to follow suit by offering incentives. Host a luau featuring a traditional "Island" menu. Have hula



lessons with contest, limbo games and crab races. Partner with a travel agent to provide tickets for two to Hawaii.

PROMOTION 22: PARROT HEAD PARTY

Jimmy Buffet fans reunite. Island and beach décor. Buffet and reggae tunes. Buffet should consist of “Cheeseburger in Paradise” theme. Margarita drink specials.

PROMOTION 23: BEDS TO BAGS CONTEST

Couples are zipped into sleeping bags while lying down. Without using their hands, they must shift, shimmy, and wiggle until they are standing upright. First couple standing wins.

PROMOTION 24: HAT PARTY

From colorful bonnets to top hats to fantasy creations, everyone has to wear a hat to enter. Have hats at the door for those who forget. Prizes for best creativity, looks, etc.

PROMOTION 25: QUEEN OF THE BALL

Groups of ladies compete to dress up their guy in women’s clothing; 2-minute time limit. Audience is the judge.

PROMOTION 26: ROLLIN’ BACK THE YEARS IN STYLE

The lights go down at 2100 hours (9:00 PM) and the staff leaves the floor to change into theme outfits. While they are changing, the DJ or a tape counts down the years from 1998-97-96...etc until it hit’s 1970 (or predetermined year). At that moment, the lights come back on, the mirror ball begins to spin, the staff re-enters wearing and the music starts for that time frame.

PROMOTION 27: HURRICANE NIGHT

Create an in-house storm using industrial fans, strobe lights, fog effects, and exciting sound and light show. Your emcee (dressed as a sea captain or fisherman) releases coupons into the air (gift certificates, bounce back incentives, etc.) at key points in the evening, as the wind kicks up and the storm begins. Watch as your customers scramble to retrieve them.



PROMOTION 28: TWISTER NIGHT

Require flashing roadblock signs, yellow safety tape and disaster videos add to the ambiance. Dress staff members in construction and or emergency outfits. Offer a tornado of cash money

booth activity. Feature Aftershock and Avalanche drink specials. For a different twist, try a Chubby Checker night and “Twist” the night away.

PROMOTION 29: MEN IN BLACK NIGHT:

A take-off on the wildly popular movie by the same name. Dress staff as aliens with ray guns or beam lights, offer UFO shots and Alien Secretion drink specials. All customers wearing sunglasses and/or black suits get in free. Feature an alien costume contest.

PROMOTION 30: GLOW IN THE DARK CONTEST

Equip staff with penlights. Each patron entering receives one glo-necklace. Have more on sale in the club. Dance contestants are given 10 extra glo-necklaces to put on.

PROMOTION 31: THERAPY NIGHT

Turn your lounge or ballroom into a hospital zone and promise to cure what ails them. Use test tube containers/beakers for drinks, urine cups for shots, dress staff in medical garb.

PROMOTION 32: DANCE CONTEST

Announce to crowd that anyone wishing to win a prize must come on to the dance floor. Then tell them you’re holding auditions for Swan Lake (or an Irish Jig Contest) crank up the ballet music and let them go. Audience acts as judge.

PROMOTION 33: FIRE AND ICE

Put money, gift certificates, and other prizes in zipper bags and then put them in water and freeze. Remove and place in kiddie pool. Contestants have 30 seconds to chip away at the ice and get to the prize.

PROMOTION 34: FROZEN T-SHIRT RACE

Wet t-shirts are folded and frozen. Contestants race to see who can be the first to unfold the frozen shirts and put them on.

PROMOTION 35: GILLIGAN’S ISLAND CASTAWAY PROMOTION

Food and drink specials are renamed after characters from the popular 1960’s TV comedy. Use a real, small boat and wooden oars as your seafood buffet table and themed centerpiece. Name your craft after the TV show’s charter boat “the Minnow.” Decorate the rest of your room with inflatable rubber rafts, nets, scuba equipment, aquatic paraphernalia, and strings of seashells. Your Outdoor Recreation Center will be able to provide a lot of the decorations. Rename menu items: “the Skipper” oyster shooter, “Mary Ann” mussels, “Thurston Howell III” smoked salmon, “Ginger” seafood nuggets, “the Professor” tuna sandwiches (brain food), and “Mrs. Lovey Howell III” jumbo shrimp. Give your beverages nautical and beach-related names such as

“South Pacific Punch,” “Sea Captain’s Special,” Starboard, “Shark’s Tooth,” “beachcomber,” swept Away,” and “Surfin Safari.” Play lots of Jimmy Buffet and Beach Boys songs.

PROMOTION 36: ROMANCE IS BACK

Why wait until Valentines Day to woo lovers into the club? August is also Romance Awareness month. Hold a candlelight dinner. Offer couples long stemmed roses, and hire musicians to play romantic music. Partners with a local business to offer a weekend get away for two that includes dinner at your club, tickets to a concert, movie, or play, and lodging for the weekend at a local hotel or bed and breakfast house.

PROMOTION 37: HOT SUMMER SALES

Take advantages of the soaring temperatures and offer a “90-Degree Deal”. Whenever the temperature rise above the 90 degree mark, let customers add a soup, salad, or dessert for an additional \$.90. Don’t forget to feature the nonalcoholic frozen beverages such as virgin daiquiris and fruit smoothies. Try to create the craziest combinations possible and promote them as part of your “Summer Chill-Out” specials. You can even offer your smoothies with vitamins or ginseng for health conscious customers.

PROMOTION 38: ONLY THE SHADOW KNOWS

Have contestants enter into a small “shadow box” in an area of your club where direct access can be made from a private room without the contestant being seen. Under the cloak of anonymity, guests compete for the best “shadow dance.” Winners are chosen by audience response.

PROMOTION 39: BAR WARS

Competitions add excitement to any bar atmosphere. Here are a few that will keep patrons and staff personnel on their toes.

- Volleyball (everyone on their knees) with air ball or smurfball.
- Sailboat races, boats placed in small kiddie pool; contestants use straws to blow them across

PROMOTION 40: A NIGHT WITH MASH

Get the medical unit to help with this one. Employees should be dressed to add to atmosphere, bartenders in helmet liners, servers with Red Cross armbands or nurses caps. Set rooms up as in the TV show MASH. Menu can consist of Korean chicken, beans, potatoes, etc. Run a costume contest along with this promotion. Best look-a-like of Klinger, Radar, Hot-Lips, etc.

PROMOTION 41: GRAND IMPRESSIONS

In addition to Madonna and Prince look-alike (karaoke/lip sync) contests, open the competition to include such colorful characters as Boy George, Tina Turner, Cyndi Lauper, Blondie, and even

Max Head room! Consider lip sync competitions that emulate the more captivating videos of a decade (i.e. Robert Palmer's "Simply Irresistible", Michael Jackson's "Thriller", etc.) Consider staging some of your own for great entertainment breaks!

SUMMARY: The Management Action Plan (MAP) and the Marketing Objective Plan (MOP) are vital management tools in helping you project and run successful club programs and promotions.